

STAIRCLIMB FOR CLEAN AIR: RECRUITMENT TIPS

There is no limit to how big your team can be and recruiting a new team member can be easier than you think! A little encouragement and excitement can lead to a great experience at this unique event.

Recruiting new teammates can be as simple as:

- Directly asking family, friends, and co-workers.
- Sending an e-mail to family, friends, and co-workers.
- Talking about your team to anyone who will listen. Word of mouth is the best way to promote what you are doing.
- Placing an article in your company newsletter or sending a company-wide e-mail.
- Offer an early bird prize draw
- Displaying event flyers on your desk, in the company lounge, lunchroom, fitness center, lobby, elevators, and/or stairwell.
- Recruiting your company's CEO or President to join your team. If your CEO cannot join you, ask for their support for your team by encouraging employees to get involved!
- Holding a kick-off rally for team members to build excitement.
- Those who do not want to climb might like to support your team through a donation or by volunteering the day of the event.
- Encourage committed teammates to recruit a new member for your team.



The success of the climb depends on the number of participants and the amount of money that is raised. The more money fundraised, the more people with lung disease we can help!